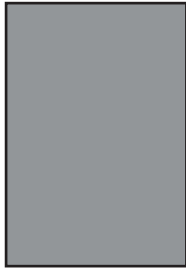


## ADVERT / VOUCHER / E PACKAGE Specifications

### Mechanical Specifications

#### Advert Sizes + Details



#### Full Page

Trim: 148mm W  
210mm H  
Bleed: 5mm bleed  
Type: 128mm W  
190mm H

NOTE: Trim/crops need to be included in file.



#### 1/2 Page

Size: 128mm W  
85mm H  
Bleed: NO bleed

NOTE: No trim/crop marks to be set into file



#### 1/4 Page

Size: 60mm W  
85mm H  
Bleed: NO bleed

NOTE: No trim/crop marks to be set into file



#### Voucher

Size: 123mm W  
60mm H  
Bleed: NO bleed

NOTE: Vouchers that are 2 sided send 2 pdf files NOT 2 pages in 1 pdf



#### 1/3 Page

Size: 128mm W  
60mm H  
Bleed: NO bleed

NOTE: No trim/crop marks to be set into file



#### Ad Slider

Size: 123mm W  
60mm H  
Bleed: NO bleed

NOTE: File needs to be under 500kb

#### Acceptable Artwork formats

Artwork is only accepted electronically.  
 All Publication artwork must be in CMYK and must include appropriate bleed (as per your Advert size - see above) All E-package content is preferred in RGB but can be CMYK.

#### Acceptable file formats include:

- Illustrator CS (preferred):  
All fonts outlined & 300 dpi CMYK images embedded
- InDesign CS (preferred)  
All fonts outlined & 300 dpi CMYK images attached
- Photoshop CS:  
PSD, tif, jpg - 300 dpi CMYK
- Artwork ready pdf:  
All fonts outlined & 300 dpi CMYK images with crop/trim marks (if required by size details above).
- Other formats:  
Microsoft Word, Corel Draw and BMP files will not be accepted. Illustrator EPS files may be accepted (\*see note below). Please contact LetsGoKids Graphics prior to sending other file formats

#### File naming protocol

Please name files as:  
 "businessnameTYPE.extension"

#### TYPE of ad:

VCHR = Voucher Front  
 VCHR = Voucher Back  
 QPAD = Quarter Page Ad  
 HPAD = Half Page Ad  
 FPAD = Full Page Ad  
 BCARD = Business Card  
 3PAD = 1/3 Page Ad  
 SLIDER = Ad Slider

#### Examples:

popypizzaVCHR.ai  
 popypizzaQPAD.eps

#### Queries

Artwork queries please see website for details or email letsgokidsgraphics@gmail.com

DISCLAIMER: We cannot guarantee the absolute accuracy of trimming and colours due to the nature of printing. We recommend adhering to the Type and Bleed specifications listed in the Specs. \*Final Results may not match your design if files supplied do not comply with the listed formats. \* Files may be altered to become "print ready".

...for all things family

www.letsgokids.com.au